Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend the claims as follows:

Listing of Claims:

1.   (Currently amended)   A method for installing a first software product on a computing device comprising:

~~receiving a command from a user to install software on the computing device;~~

~~accessing a~~ encoding two or more storage media ~~medium having~~ with computer code,

wherein each storage medium is encoded with the same computer code ~~necessary~~

~~for installing plurality of software products on the computer including the first~~

~~software product~~, the computer code including:

a first portion that is used during the operation of each of the plurality of software

products after installation on the computer; [[and]]

a plurality of different second portions, each second portion associated with a

different one of the plurality of software products and used during the

operation of only its associated different one of the plurality of software

products; and

at least one lookup table, the lookup table associating each different software

product with a different product key and different branding information;

packaging at least one storage medium in at least one of a plurality of different

distribution packages, wherein one distribution package is associated with only

one of the plurality of different software products and is marked with unique

product key information and branding information;

packaging at least one other storage medium in at least one other different distribution

package, wherein the at least one other different distribution package is associated

with one other different software product and is marked with different product

key information and different branding information;

determining that the user is entitled to install the first software product; and

installing on the computing device at least the first portion of computer code and only

one of the plurality of different second portions of computer code, ~~that~~ wherein

the second portion ~~being the second portion~~ of computer code is associated with the first software product by the lookup table.

2. (Original) The method of claim 1, wherein each of the plurality of software products is a distinct version of a software application, each version having distinct runtime behaviors, or a distinct installation, or both.

3. (Original) The method of claim 1 wherein receiving comprises:
receiving a command to execute an installer stored on the storage medium; and
executing the installer.

4. (Original) The method of claim 1 wherein receiving comprises:
receiving a command to execute an installer previously stored on the computing device;
       and
executing the installer.

5. (Original) The method of claim 1 wherein receiving comprises:
receiving at a remote server via a network connection a command to execute an installer
       on the remote server to install software on the computing device; and
executing the installer.

6. (Original) The method of claim 1, wherein determining further comprises:
requesting entitlement information from the user indicative of whether the user is entitled
       to install a software product;
receiving the entitlement information; and
validating the entitlement information.

7. (Cancelled)

8. (Currently amended) The method of claim 1, wherein installing further comprises:

copying only that computer code necessary to install the first software product from the storage medium to the ~~computer~~ <u>computing device</u>.

9. (Original) The method of claim 1, wherein installing further comprises:

writing data to a registry maintained on the computing device, the data specific to the first software product.

10. (Currently amended) A method for installing a first version of a software application on a computer comprising:

~~receiving a command from a user to install software on the computer;~~

~~accessing~~ <u>encoding</u> at least one data storage disc ~~having~~ <u>with</u> computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including<u>:</u>

a primary portion that is used during the operation of each of the plurality of versions after installation on the computer<u>;</u> [[and]]

a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version; <u>and</u>

<u>at least one lookup table in a file on the at least one data storage disc, the lookup table identifying a different product key with each one of the plurality of different software application versions on the at least one data storage disc;</u>

<u>packaging at least one data storage disc in at least one of a plurality of different distribution packages, wherein one distribution package is associated with only one of the plurality of different software application versions and is marked with product key information and branding information;</u>

<u>packaging at least one other data storage disc in at least one other different distribution package, wherein the at least one other different distribution package is associated with one other different software application version and is marked with different product key information and different branding information;</u>

requesting [[a]] <u>the</u> product key <u>information</u>;

4

receiving the product key <u>information</u>, the product key <u>information</u> identifying the first
version; and

installing the primary portion of computer code and only the version-specific portion of
computer code associated with the first version<u>, wherein the version-specific
portion of computer code is associated with the first version by the lookup table</u>.

11.   (Original)   The method of claim 10, wherein the at least one data storage disc
includes a plurality of data storage discs and wherein accessing further comprises:
accessing at least two of the plurality of data storage discs.

12.   (Original)   The method of claim 10, wherein each version is distinct from the other
versions and has distinct runtime behaviors, distinct installation behaviors, or both.

13.   (Original)   The method of claim 10 wherein receiving comprises:
receiving a command to execute an installer stored on the at least one data storage disc;
and
executing the installer.

14.   (Currently amended) The method of claim 10, wherein installing comprises:
~~after~~ <u>receiving</u> input of the product key <u>information</u>;
decrypting the product key<u>information</u>; and
extracting information from the decrypted product key that identifies the first version.

15.   (Cancelled)

16.   (Currently amended) The method of claim 10, wherein installing comprises:
validating a digital signature contained in the product key<u>information</u>; and
installing the first version only if the digital signature can be validated.

17.   (Cancelled)

18.   (Original)   The method of claim 10, wherein installing comprises:

writing data to a registry maintained on the computer, the data specific to the first

version.

19.   (Currently amended)   A method of distributing a plurality of software products to

consumers comprising:

storing, on at least one of a plurality of storage media, identical copies of computer code,

each copy including:

a common portion of computer code required to install and execute any all of the

plurality of software products;

a plurality of second portions of computer code each required to install and

execute a different one of the plurality of software products, wherein each

software product has a distinct set of installation and runtime behaviors;

and including the first software product and wherein a common portion of

the computer code is necessary to execute all of the plurality of software

products after installation;

a lookup table that associates each software product with a different product code,

its distinct set of installation and runtime behaviors, and different

entitlement information;

providing consumers access to an installer that, upon receipt of entitlement information,

will installs the common portion of the computer code and [[a]] the second

portion of computer code associated only with that version of the software

application product identified by the entitlement information, wherein the lookup

table associates the second portion of the computer code with the software

product based on the entitlement information; and

distributing at least one of the plurality of storage media to each consumer.

20.   (Original)   The method of claim 19 wherein providing comprises:

providing consumers access to an installer by storing the installer on each of the plurality

of storage media.

21.   (Cancelled)

22.   (Currently amended)   The method of claim 19 further comprising:

providing a first consumer with entitlement information associated with a first software

product[[;]].

23.   (Currently amended)   The method of claim 19 further comprising:

packaging at least some of the storage media in ~~packaging material~~ distribution packages

having markings that indicate that the storage media in the ~~packaging material~~

distribution packages contains only a first software product; [[and]]

providing a ~~different~~ first product key with the ~~packaging material~~ distribution packages

of each of the at least some storage media, each first product key associated with

the first software product indicated on the packaging[[.]];

packaging at least some of the storage media in distribution packages having markings

that indicate that the storage media in the distribution packages contains only a

second software product; and

providing a second product key with the distribution packages, the second product key

associated with the second software product indicated on the packaging.

24.   (Original)   The method of claim 19, wherein providing comprises:

providing access to the installer via a network connection, the installer stored on a remote

server.

25.   (Cancelled)

26.   (Currently amended)   The method of claim [[25]] 19, wherein the lookup table identifies

a distinct user interface to be displayed by each software product during runtime.

27.   (Currently amended)   The method of claim [[25]] 19, wherein the lookup table identifies

distinct end user license agreements that include the rights of the end user of each

software product.

28.   (Currently amended)   The method of claim [[25]] 19, wherein the lookup table identifies distinct installation procedures to be followed during installation of each software product.

29.   (Cancelled)

30.   (Currently amended)   A method of distributing a plurality of versions of a software application to consumers comprising:

associating at least one distinct product key with each version of the software application, wherein each version of the software application has distinct runtime behaviors and distinct installation characteristics;

creating a plurality of storage media, each including identical copies of computer code, each copy including:

a version-specific portion of computer code required to install any a different one of the plurality of versions of the software application including the first version and wherein;

a common portion of the computer code [[is]] necessary to install all of the plurality of versions of the software application; and

a lookup table that associates a different product key with the distinct set of runtime behaviors and installation characteristics for each version of the software application;

packaging at least one of the plurality of storage media in at least one of a plurality of different distribution packages, wherein each distribution package is associated with only one of the different versions of software application and is marked with product key information and branding information;

packaging at least one other of the plurality of storage media in at least one other different distribution package, wherein the at least one other different distribution package is associated with one other different version of software application and is marked with different product key information and different branding information;

   providing an installer that, upon receipt of the product key, will install the common

      portion of the computer code and a second the version-specific portion of

      computer code associated only with that version of the software application

      associated with the product key, wherein the lookup table associates the version-

      specific portion of computer code with each different version of the software

      application based on the product key; and

distributing at least one of the plurality of storage media to each consumer.

31.   (Currently amended) The method of claim 30 wherein the plurality of storage media

comprises a plurality of sets of one or more storage discs.

32.   (Currently amended) The method of claim 30 further comprising:

   providing [[a]] the different product key to each consumer.

33.   (Cancelled)

34.   (Cancelled)

35.   (Cancelled)

36.   (Currently amended) The method of claim 30, wherein the providing operation further

   comprises:

   storing the installer on the plurality of storage media with the computer code.

37.   (Cancelled)

38.   (Currently amended) The method of claim [[37]] 30, wherein the lookup table identifies

   distinct text to be displayed by each version of the software application during runtime.

39.   (Currently amended)   The method of claim [[37]] 30, wherein the lookup table identifies distinct end user license agreements that dictate the rights of the end user of each version of the software application.

40.   (Currently amended)   The method of claim [[37]] 30, wherein the lookup table identifies distinct installation procedures to be followed during installation of each version of the software application.

41.   (Cancelled)

42.   (Currently amended)   A computer-readable medium storage media comprising:

computer code necessary to install any of a plurality of versions of a software application including at least a first portion of computer code that is necessary to install all of the plurality of versions of the software application and a plurality of second portions, each second portion necessary to install a distinct one of the plurality of versions of the software application; [[and]]

a file containing at least one lookup table that associates each version of the software application with a different one of a plurality of product keys; and

an installer that, when executed by a computer, requests [[a]] the product key and installs one of the versions of the software application based on the product key given in response to the request.

43.   (Cancelled)

44.   (Currently amended)   The computer readable medium storage media of claim [[43]] 42, wherein the at least one lookup table identifies each version of the software application as a distinct set of behaviors of the software application.

45.   (Currently amended)   The computer readable medium storage media of claim 44, wherein the at least one lookup table comprises:

a SKU table that associates each product key with a brand in a branding table and a map

in a mapping table;

the mapping table that associates each map with an end-user license agreement (EULA)

identifier;

the branding table that associates each brand with distinct text to be used during

installation or runtime of the software product; and

an EULA table associating each EULA identifier with an EULA.

46.   (Currently amended)   The computer ~~readable medium~~ storage media of claim 42

packaged with [[a]] the product key associated with one of the plurality of versions of the

software application.

47.   (Currently amended)   The computer ~~readable medium~~ storage media of claim 42

packaged in packaging indicating that only a first version of the software application is

contained on the computer ~~readable medium~~ storage media.

48.   (Currently amended)   The computer ~~readable medium~~ storage media of claim 47 wherein

the packaging includes [[a]] the product key specific to the first version of the software

application.

49.   (Currently amended)   A computer ~~program product~~ storage media readable by a

computing system and encoding a computer program of instructions for executing a

computer process for installing a first version of a software application on a computer,

said computer process comprising:

receiving a command from a user to install software on the computer;

accessing at least one data storage disc having computer code necessary for installing a

plurality of versions of the software application on the computer including the

first version, the computer code including a primary portion that is used during

the operation of each of the plurality of versions after installation on the computer

and a plurality of different version-specific portions, each version-specific portion

associated with a different version of the software application and used during the operation of only its associated different version;

providing at least one lookup table in a file on the at least one data storage disc, the lookup table associating a different product key with each one of the plurality of versions on the at least one data storage disc;

requesting [[a]] the product key;

receiving the product key, the product key identifying the first version; and

installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version, wherein the version-specific portion of computer code is determined by the lookup table.

50.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein the at least one data storage disc includes a plurality of data storage discs and wherein accessing further comprises:

accessing at least two of the plurality of data storage discs.

51.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein each version is distinct from the other versions and has distinct runtime behaviors, distinct installation behaviors, or both.

52.   (Currently amended)   The computer ~~program product~~ storage media of claim 49 wherein receiving comprises:

receiving a command to execute an installer stored on the at least one data storage disc; and

executing the installer.

53.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein installing comprises:

~~after~~ receiving input of the product key;

decrypting the product key; and

extracting information from the decrypted product key that identifies the first version.

54.   (Cancelled)

55.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein
installing comprises:

validating a digital signature contained in the product key; and

installing the first version only if the digital signature can be validated.

56.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein
installing comprises:

copying only the computer code necessary to install the first version from the at least one
data storage ~~medium~~ disc to the computer.

57.   (Currently amended)   The computer ~~program product~~ storage media of claim 49, wherein
installing comprises:

writing data to a registry maintained on the computer, the data specific to the first
version.

58.   (Currently amended)   A method for installing a first version of a software application on
a computer comprising:

receiving a command from a user to install software on the computer;

accessing at least one data storage disc having computer code comprising:

a version-specific portion necessary for installing each of a plurality of versions of
the software application on the computer including the first version, ~~the
computer code including~~

a primary portion that is used during the operation of ~~each~~ all of the plurality of
versions after installation on the computer, and

a SKU file containing encoded licenses and behavior information for each of the
plurality of versions, wherein the SKU file includes at least one lookup
table, and wherein the lookup table identifies a different product key with
each of the plurality of versions;

requesting [[a]] the product key;

receiving the product key, the product key identifying [[a]] the first version; [[and]]

installing the primary portion of computer code and the SKU file; and

installing the version-specific portion associated with the first version, wherein the SKU file enables the proper license and behavior information for the first version.

59.   (Cancelled)

60.   (Currently amended)   The method of claim 58, wherein installing comprises:

decoding a first license for the first version of the software product from the SKU file to create a decoded license; and

copying the decoded license for the first version of the software product to a license store on the computer.

61.   (Cancelled)

62.   (Currently amended)   The method of claim [[59]] 58, wherein enabling comprises:

enabling branding text for the first version to be displayed during runtime, the branding text stored in the SKU file.

63.   (Original)   The method of claim 58, wherein the at least one data storage disc includes a plurality of data storage discs and wherein accessing further comprises:

accessing at least two of the plurality of data storage discs.

64.   (Original)   The method of claim 58, wherein each version is distinct from the other versions and has distinct runtime behaviors or distinct installation behaviors, or both.

65.   (Original)   The method of claim 58, wherein receiving comprises:

receiving a command to execute an installer stored on the at least one data storage disc; and

executing the installer.

66.   (Currently amended)   The method of claim 58, wherein installing comprises:

~~after~~ receiving input of the product key;

decrypting the product key; and

extracting information from the decrypted product key that identifies the first version.

67.   (Cancelled)

68.   (Original)   The method of claim 58, wherein installing comprises:

validating a digital signature contained in the product key; and

installing the first version only if the digital signature can be validated.

69.   (Currently amended)   The method of claim 58, wherein installing comprises:

copying only the computer code from the SKU file necessary to install the first version

from the at least one data storage disc ~~medium~~ to the computer.

70.   (Original)   The method of claim 58, wherein installing comprises:

writing data from the SKU file to a registry maintained on the computer, the data specific

to the first version.